

AcornOak

Let AcornOak be your one-stop outsourced marketing and business partner.

Our name says it all – we're about helping our clients grow through business strategy, brand awareness, lead generation and creativity & innovation.

AcornOak has a wide knowledge of online tools and metrics, a highly developed grasp of the elements and process of creating a sales funnel.

Bill Anderson, CEO - Art Guard,
Art Security Manufacturer



Your Best Resource for Marketing Expertise

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Head Office
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Advancing Growth and Change Driven by Purpose

We are an expert strategic advisory and digital marketing team powered by tech-savvy, socially responsible women **helping organizations and leaders build remarkable brands and seize opportunities for growth.**

Need a Strategy & Marketing Partner? Rely on Us.



Our Unique Motivation

Your vision is what matters to us

First and foremost, we see ourselves as a community of co-creators. We understand the challenges you face building a business while adapting to a rapidly-changing marketplace and we're eager to tailor our services to your unique needs and budget. As empowered women, we believe we offer crucial insights and see ourselves building a more gender-balanced world.

Our Team is Your Team

We're experts, so you don't have to be

At AcornOak, we tap into our collective experience and maturity to bring clarity and guidance to our clients. We combine a passion for research with customer behavior trends and an impressive résumé of qualitative and quantitative projects. Masters of innovative technologies and tools, we actively seek and employ the latest disruptive tech.

Testimonials

"AcornOak was an instrumental asset while planning our blockchain immersion day. Their strategic insights and execution allowed us to pull off a day that our clients are raving about. Moreover, after the day the team put together a list of ways to help grow our business in the future. AcornOak continues to go above and beyond for every request. Two words: Hire them!" **Blockchain Agency**

"The team helped us examine the product-market fit of our new offering. They used interviews, marketing campaigns, and created content to test the market and understand what customers were really looking for. This allowed us to simplify and redesign the product around the key pain points we discovered." **Technology Company**

What We Do

Delivering results as Marketers for Hire, Fractional CMOs and Advisors*



Brand Awareness

Work with our **Content Creator, Handler of Social** or **Multimedia Brain** to refine and tell your brand story.



Lead Generation

Engage with our **Audience Reacher** or **The One Who Gets you on Google** to target and build sales funnels.



Business Strategy

Our **Researcher** dives into minds with surveys and focus groups. Choose our **Strategists, Executive Advisors** or **Board Candidates** to bring a market-based perspective that drives the strategies and tactics that will ensure profitable growth.



Creativity & Innovation

Welcome our **Trainers** or **Coaches** to change your organization's culture and increase innovation. We facilitate workshops to introduce behavioral concepts and trigger valuable business insights.

* Service Packages start at \$3,000/month

Flexible Collaboration Made Easy

Expertise ranging from on-demand marketers to C-level advisors

Choose the AcornOak Service **Package** that meets your needs, and we'll do the rest.



Brand Awareness

We refine and tell your brand story:

The **Content Creator** - includes producing web content, emails, social media messages, blogs, ebooks, and white papers (starts at \$5,000)

The **Handler of Social Networks** - includes managing social media postings and building your audience (starts at \$3,000)

The **Multimedia Person** - web design, customer experience, and product design (starts at \$5,500)



Lead Generation

We create targeted marketing and effective sales funnels:

The **Audience-Reacher** - community focus which can be applied to sales funnels, advertising campaigns, and event management (starts at \$5,000)

The **One Who Gets You on Google** - SEO and Adwords campaigns (starts at \$4,000)



Business Strategy

To bring a market-based perspective and help drive the strategies and tactics that will ensure profitable growth, choose our **Strategists, Executive Advisors** or **Board Candidates**.

This package may include:

Customer research, external & internal interviews, competitor & market trends analysis, and brand research.

Outcomes: Create and assess existing business plans, strategic planning & brainstorming sessions, sales & marketing strategies.

Investment: \$5,000 to \$15,000 depending on the depth of the strategy.



Creativity & Innovation

To change your organization's culture and increase innovation, welcome our **Trainers** or **Coaches**.

This package may include:

Individual or group coaching, training, one-time or recurring discussions, and board member appointments.

Outcomes: Train leaders & teams, coach executives, add diversity to BODs.

Investment: \$275/hour to monthly retainer. Workshop and group training program starts at \$7,500.

We Are Here When You Need Us

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